

3 JUN 1987

APPENDIX A**DEFINITIONS AND ABBREVIATIONS**

ASD(PA)	Abbreviation for the Assistant Secretary of Defense (Public Affairs).
Assistant Secretary of Defense (Public Affairs)	Principal official for public affairs in the Department of Defense. Sole agent at the Seat of Government for dissemination of information pertaining to any DoD component.
Audiovisual Material	A subset of visual information materials. Refers to motion media products with sound developed according to a plan or script.
CE Publications other than Newspapers	Authorized publications containing advertising which are prepared and published under contract with commercial publishers. The right to circulate this advertising in these publications to the DoD readership constitutes contractual consideration instead of money to pay for these DoD publications. They become the property of the command, installation or intended recipient upon delivery per the terms of the contract. See also Guides or Directories and Installation Maps.
Chief of Information	The Service Information Chief for the Department of the Navy. Senior public affairs officer. PAO for the Secretary of the Navy and Chief of Naval Operations.
CHINFO	Abbreviation for Chief of Information.
Commercial Enterprise (CE) Newspaper	A military newspaper published by a commercial publisher under contract with the Navy or Marine Corps. Normally, news and editorial content is furnished to the publisher by the base or station public affairs office. The commercial publisher sells advertising to generate revenue to support the enterprise.
Combat Documentation	Operational documentation covering air, sea, and ground actions of armed forces in combat and combat support operations, and in related peacetime training activities such as exercises, war games and operations.
Community Relations	One of the three commonly accepted functional applications of public affairs. Includes an array of activities that place Navy and Marine Corps people and hardware in direct contact with the public.

8 JUN 1987

Country Team	A component of a U. S. Embassy. Responsible for overseeing public affairs programs implemented by any agency of the U. S. government within that country.
Depository	Normally, a visual information depository. A records center or facility usually designed and constructed especially for the efficient storage and referencing of records pending their ultimate (i.e., archival) disposition.
Developmental Test and Evaluation	Tests and evaluations to determine that the design of a system meets specifications in performance, reliability, maintainability, availability, logistics supportability, compatability, inter-operability, survivability, safety, human factors and, when applicable, a total spectrum of electromagnetic interference.
Director of Public Affairs	The Service Information Chief for the U. S. Marine Corps. PAO for the Commandant of the Marine Corps.
DIRPA	Abbreviation for Director of Public Affairs.
DoD Newspapers	See Military Newspapers.
DUSTWUN	Abbreviation for "Duty status/whereabouts: Unknown." A casualty status used by officers in command when a member is not present or accounted for under circumstances which would suggest that the absence may be involuntary. DUSTWUN status, which requires assignment of a Casualty Assistance Calls Officer, allows the commanding officer 10 days to search, evaluate evidence and determine status.
EFP	Abbreviation for electronic field production.
Electronic Field Production	Refers to the mobile capability of a video team to produce edited, broadcast quality video for immediate use as programming. A mobile studio capable of post production at a news scene.
Electronic News Gathering	A form of electronic journalism. The application of a portable video camera and recorder combination to produce a video product for immediate viewing, replay or editing. Generally refers to the video recording of unanticipated, newsworthy events.
Embargoed Material	Normally refers to informational material (speech, news release, visual information) that may be released to news media contingent on the material not being made public until a specified timeframe.

8 JUN 1987

ENG	Abbreviation for electronic newsgathering.
Exclusive Rights	<p>Pertaining to copyrighted material. Complete and total rights to copyrighted material. Usually held by the original copyright holder unless assigned to a second party, at which time the original holder releases all residual rights of ownership and the second party then possesses exclusive rights to the material. See limited rights.</p>
Exhibit 12A	Refers to a special category of information that requires high-level security and policy review.
Familygrams	An internal information medium. An informal means by which a deployed command maintains routine contact with families. Most familygrams are written from the command direct to families. Ombudsmen will coordinate and write a reply back to the deployed unit. Occasionally, the type commander or designated representative will videotape a message from families to a deployed unit.
Funded Newspapers	A military newspaper published by or for a Navy or Marine Corps command by a commercial printer using appropriated or non-appropriated funds. The news and editorial content is prepared by the command, and the paper carries no advertising (except reader classified ads).
Guides or Directories	<p>Publications that provide DoD personnel information about the mission of their command;</p> <p>availability of services from the command or nearby community; local geography; history; etc. See also CE Publications other than Newspapers.</p>
Installation Maps	Publications designed for orientation of new arrivals or for visitors. See also CE Publications other than Newspapers.
Internal Audience	The people of the organization. The Department of the Navy five-part internal audience includes active duty military, their families, civilian employees, reserve personnel and retirees.
Internal Information	Also called Command Internal Information. The essential function of command by which the organization establishes, maintains and employs two-way channels of communication that link leadership and the people of the organization.

8 JUN 1987

Limited Rights	Pertaining to copyrighted material. The specific and usually restrictive use of copyrighted material assigned to a party by an individual or firm with exclusive rights to the material. The individual or organization possessing limited rights to use material for a specified purpose is usually said to have limited use license. See Exclusive Rights.
Local (Interest, Program)	"Local" refers to material generated by the military or requested by non-government enterprises (including news media) which, in the judgment of the officer in command, is considered to be of significance only in the specific geographic locale of origin and to have impact that will not escalate to the regional or nation level. This applies to CONUS and overseas areas. Local program refers specifically to a broadcast by a single station or a rebroadcast at a later time by that station or another station within the same general broadcast area.
Local Travel	Travel that occurs within the vicinity of the command ("local in distance") and is associated with a public affairs effort of local interest only ("local in scope"). See Nonlocal travel.
Marine Corps Speaker	See Speaker, DoD.
Maritime Strategy	A constantly evolving document that describes the role of the Navy and Marine Corps in executing the U. S. National Military Strategy.
Marine Corps Public Affairs Offices	Field activities of the Director of Public Affairs, Headquarters, Marine Corps. Established to maintain direct liaison with local and regional media and the public.
MCPAO	Abbreviation for Marine Corps Public Affairs Office.
MCTL	Abbreviation for Militarily Critical Technologies List.
Militarily Critical Technologies List	Compendium of key defense technologies which, although unclassified, are protected by the Arms Export Control Act and, if acquired by another nation, could significantly enhance military capability.
Military Newspaper	An authorized publication that supports service-wide and command internal information objectives and basic information needs of the internal audience. Contains most if not all of the following elements: commander's comments,

3 JUN 1987

	letters-to-the-editor column, news, features, editorials, sports, announcements, local entertainment news, photography and art work. May be supported by appropriated funds, non-appropriated funds or produced at no cost to the government by a civilian or commercial enterprise (CE).
Mini-TV	A self-contained videotape playback system used in areas without remote or isolated access to radiated or cabled AFRTS signal. Areas authorized for mini-TV service under the executive agency of the Navy employ the SITE 100 system [see Article 0204 (Electronic Media)].
Mobile Detachment	Refers to the Navy Broadcasting Service Mobile Detachment which provides command internal information and AFRTS during contingency operations.
National (Interest, Program, etc.)	Refers to material generated by the military or requested by non-government enterprises which, in the judgment of the officer in command, exceeds the criteria for "local" and "regional" either in geographic locale or program impact or treats national policy, programs or projects. A national program specifically refers to a broadcast or rebroadcast by two or more stations not in the same geographic or broadcast area. National news media reach beyond the local and regional levels to audiences in a wide area not essentially confined to one geographic locale or region. This applies to CONUS and overseas areas.
NAVINFO	Abbreviation for Navy Office of Information.
Navy Speaker	See Speaker, DoD.
Navy Offices of Information	Field activities of the Chief of Information. Established to maintain direct liaison with local and regional media and the public.
News Bulletins or News Summaries	Informal publications of isolated commands or ships compiled from national and international news and opinion sources. May be authorized by the next higher echelon of command when no daily English language news coverage is available.
Nonlocal Travel	Travel from one country to another, travel outside the geographic area of responsibility of the command originating the travel request or travel which cannot be considered local due to the distance of the travel or the distance from the installation or headquarters of the command

3 JUN 1987

	requesting the travel. Generally, if the travel is part of a public affairs effort that affects more than one service, two or more major commands or a significant geographic region, the travel is considered nonlocal. Inter-ship flights (e.g., COD) are considered local. See local travel.
Official Government Estimate	Actual cost estimate of a system, service or construction project developed by a design firm. Considered privileged and not releasable to preserve the integrity of the federal acquisition system. Differs from the appropriation cost, which is releasable.
Operational Test and Evaluation	Real-world testing of a production-line system in the operational environment using fleet-type personnel against a simulated enemy who employs countermeasures.
Policy Review	A supporting element of public affairs. A formal review of material prior to public disclosure to ensure information conforms to established policy.
Program 35	The program whereby the Chief of Information defines and establishes the mission, objectives, plans and policies governing each reserve unit in the Naval Reserve Public Affairs Program and unit mobilization training.
Program units	Naval reserve public affairs units that participate in Program 35.
Public Information	One of the three commonly accepted functional applications of public affairs. The collection, analysis and dissemination of unclassified, official and otherwise releasable information to the public or news media. Also involves the monitoring of news media coverage and public feedback.
Publications other than Newspapers	See CE Publications other than Newspapers.
Regional (Interest, Program, etc.)	Refers to information material generated by the government or requested by a non-government enterprise which, in the judgment of the officer in command, exceeds the criteria of "local" but is not of national or international interest. A regional program is a broadcast or rebroadcast by two or more stations in the same geographic area but not in the same broadcast area. This applies to CONUS and overseas areas.

3 JUN 1987

Resource Management	A supporting element of public affairs. The process of developing, implementing and monitoring fiscal, personnel and system resources.
Security Review	A supporting element of public affairs. A formal review of material prior to public disclosure to ensure that it does not contain classified information or reveal a militarily critical technology.
Speaker, DoD	Any civilian or military member of the Department of Defense at any level and of any rank who speaks in public about a DoD subject within the speaker's official cognizance.
Speaking Engagement	A prearranged official federal, state or municipal government; organizational or public event at which a military or civilian member of a DoD component speaks about a DoD subject within his or her official cognizance. Impromptu remarks by an individual delivered incidentally and simply as part of attendance at an event does not constitute a speaking engagement within the context of this instruction.
Specified Command	A command with a broad and continuing mission but organized on a functional rather than geographic basis and made up of forces of a single service.
Spot New Release	News release issued in the event of unusual circumstances (e.g., accidents, disasters).
Supplements	Sections of comic strips, cartoons, features or advertising printed with or inserted into publications for distribution.
Test and Evaluation	See Operational Test and Evaluation.
Unified Command	Composed of forces from two or more services, has a broad and continuing mission and is normally organized on a geographic basis.
VI Material	Abbreviation for visual information material.
Visual Information Material	Completed motion picture productions, completed videotape productions, completed productions using a combination of media, still photography, motion picture and video stock footage; audio recordings on tape, disc or cart; kinescope recordings; and records or documentation pertaining to any of the materials listed above. Abbreviated VI material.

3 JUN 1987

THIS PAGE IS
INTENTIONALLY BLANK